

Note for Keane, Denise

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**From:** LeVan, Suzanne  
**Date:** Sun, Dec 10, 1995 11:46 AM  
**Subject:** RE: Marketing Information -- Submission to FDA Docket  
**To:** Goodheart, Jan  
**Cc:** Keane, Denise; Mahan, Michael; Merlo, Ellen

To the best of my knowledge, PM USA has no "packs less than 20 sticks" currently being utilized. However, we have plans to utilize a 14 stick pack as a promotion pack during the Parliament Menthol introduction in May, 1996. It will not be offered as an on-going pack, but only as a promotional item with a special holographic design.

Additionally, Virginia Slims market tested a 10 pack in California a few years ago (1992 or 1993). We closed the test after about a year - consumers just weren't interested enough & the tax stamping was a hassle. I'm out of town until Thursday - but you could call Wendy Marin on the brand & ask her to dig out any files if you want to know more.

Re: your question to Mike Mahan on thru the mail - here are the occasions I'm aware of from the Premium Brand group : we sent 2 pack samples for B&H Special Kings (probably all in 93 but could have spilled into 94); we had a direct mail continuity offer to redeem for cartons of Merit in a Merit Awards program; we mailed samples of Ultima (Merit) in response to a FSI request mail in (probably all in 92 & maybe 93). Nothing else with "live product" comes to mind -- everything else would be coupons.

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